

Strawbridge & Clothier's January Price Revision Brings Thousands of Opportunities for Saving

THE JANUARY SALES are unique in this new year of 1921—more general in scope than ever before! The great January Sales of MUSLIN UNDERWEAR, Negligees and Corsets have more attractive values than for several years. The January Sale of LINENS proves more emphatically than ever before our ability to give unmatched values. The Sale of BEDFURNISHINGS and Cotton Domestic is making many new friends for us.

Only a small portion of the THOUSANDS OF SPECIAL VALUES can be printed here. Come to the Store to-morrow—and every day.

Our special purchases of WOMEN'S DRESSES, SUITS, COATS and WAISTS are the most attractive since pre-war days. The reductions in MISSES' and GIRLS' APPAREL are very remarkable. The Sales of MEN'S AND BOYS' CLOTHING show that bed-rock price-levels have been reached. All FURS and Fur Coats are marked at far below the early season prices. All SILKS and all Wool and Cotton DRESS GOODS are below 1920 prices.

ALL UPHOLSTERY FABRICS, all CURTAINS, and all RUGS and CARPETS are marked at less than the regular prices of last year. All FURNITURE, BEDDING, TRUNKS, all DINNER SETS are on the new low 1921 price basis. There are many radical reductions in ALL DEPARTMENTS. You will find many lots of shirts, gloves, hosiery and underwear, hand bags, jewelry, silverware, stationery, books, housefurnishings, sporting goods, at reduced prices.

Savings on These Fur Coats Average One Hundred Dollars

Take, for example, the beautiful Siberian Squirrel Coat shown in the sketch. It was formerly \$850.00, present price \$750.00. A Hudson Seal (dyed marmot) Dolman, one of our choicest models, with deep cape collar, has been reduced to \$665.00 from \$850.00—a saving of \$185.00. And an Australian Opossum Coat, 35 inches long, and smart as can be, has been reduced from \$495.00—now \$250.00. Others at varying reductions, each amounting to a large percentage of the price, include the following:



- Fine Hudson Seal Coat—now \$450.00
- 36-inch Hudson Seal Coat—now \$535
- Brown Pony, squirrel-trimmed, \$200
- Russian Marmot Coat, with nutria—\$185.00
- Black Russian Pony Coat—now \$110
- Trimmed with natural racoon.
- Australian Opossum Coat—now \$350.00
- Nearseal Coat, with beaver, now \$265
- Nearseal Sports Coat—now \$285.00
- Collar of stunk combined with ermine.
- Nearseal Polman, cape collar—\$295
- Natural Muskrat Coat—now \$225.00
- Natural Raccoon Coat—now \$350.00
- Australian Wombat Coat—now \$137.50
- Russian Marmot Coat—now \$137.50

Women's Dresses Show a Wonderful Decrease in Prices

In some cases we are able to sell Dresses at a little more than half of the early season prices for the same grades; also we are able to get in moderately-priced Dresses, materials of a quality which previously we obtained, with great difficulty, only in our finest Dresses. These are wonderful values:

- Silk Dresses—now \$17.50 and \$18.75
- Crepe de Chine Frocks in new spring styles, and of the same grade and quality as our Autumn Frocks at \$25.00 and \$30.00. In black, navy, brown and taupe.
- Fine New Silk Dresses—now \$20.00
- Crepe de chine, in attractive tunic styles, with dainty vestees and collars. Black, navy and brown.
- Wool Jersey Dresses—now \$20.00
- Panel and tunic models, braided and embroidered, also coat models. Beaver, brown, taupe, navy and Flemish blue.
- Wool Jersey Dresses—now \$22.50
- Panel and tunic models, wide or narrow girdle, black or colored embroidery. Navy, Flemish blue, Burgundy, brown, taupe and beaver.
- Afternoon Dresses—now \$25.00

New Afternoon Dresses of crepe de chine and taffeta—the taffeta in apron tunic style, and the crepe de chine in redingote style—both very attractive. Black, navy and brown. Taffeta in sizes 34 to 44. Crepe de Chine, sizes 42½ to 48½.

More Corsets Added Make the Sale of Even More Importance

New Lots are added in the Sale of Corsets, giving opportunity to all women to share in this remarkable economy event. Lots are large, but the response to the Sale values is so great that many groups will soon be closed out. If your favorite model is among these we advise immediate selection:

- 1200 S. & C. Warner and W. B. Corsets—now \$1.50
- Exceptional values in Corsets with low or medium bust or elastic top, some heavily boned, others lightly boned.
- 2400 W. B. Corsets for Misses, reduced to \$1.95
- Pink Coutil Corsets, with semi-elastic top, long hips, substantial boning, but with free hip space.
- 1000 S. & C., Redfern and Warner Corsets, now \$2.50
- A notable group of Front- and Back-lacing Corsets of plain or brocaded fabrics. MANY HALF PRICE AND LESS. Models for average figures, also elastic-top styles for slender figures.
- 200 Gossard Front-lace Corsets, Exceptional at—\$5
- Corsets of beautiful pink brocade, with elastic section in the bust gore, substantial boning and an elastic section in back. A model formerly sold at \$10.50.
- Cambric Brassieres, hooking in front, half price, 95c
- Mesh Bandeau Brassieres, sharply reduced—75c
- Children's Drawer Waists, less than half price, 25c
- Some shirred back and front, some trimmed, others plain. All remarkably reduced.

Every Woman Will Want to Share in This Exceptional Sale of Muslin Underwear

Already many women have selected their share of these dainty Undergarments, many of them at more moderate prices than have prevailed for many seasons, others greatly reduced to meet the lower market prices on goods of this character. Prices are lower, quantities greater, assortments better, styles lovelier, materials daintier—certainly this is the time to buy.

- Trimmed Winter Millinery At Half Price and Less
- Many Trimmed Hats at ONE-THIRD THEIR FORMER PRICES—the finest Hats in the French Salon are reduced to \$35.00, the moderately-priced Hats are now \$20.00 to \$35.00, and our Ready-to-Wear Hats that were good values from \$3.95 to \$5.95, are now—\$1.90 and \$2.00.
- Children's Hats, not all colors—now \$2.75
- Children's Tams of all kinds—65c to \$3.95

Many Beautiful Decorative Linens are in the Great Sale

- This great under-price disposal of \$250,000 worth of Linens includes hundreds of dainty lace-trimmed and embroidered pieces. These, too, are marked at savings of one-fifth to one-half. Instances—
- India Print Covers from Manchester, in attractive Oriental colors and patterns. Size 45x45 inches—now, \$1.60; 51x51 inches, \$2.50; 72x72 inches, \$5.00.
- Luncheon or Breakfast Cloths, finished with double row of hemstitching, overcast with blue stitching: 68x68 inches—now, \$3.75. Napkins to match, 15x15 inches—\$3.60 a dozen.
- Oval Doilies, scalloped in delft blue shell edge; 10x11 inches—35c.
- Lace Scarfs, with linene centres—now 65c to \$2.50.
- Japanese Printed Lunch Sets, 13 pieces—\$1.75.
- Madeira Hand-embroidered and Hand-scalloped Centrepieces, 15-inch, \$2.25; 18-inch, \$3.00; 21-inch, \$4.50.
- Scarfs, 19x51 inches, \$9.50. Lunch Sets, 13 pieces, \$9.00.

Extraordinary Features of Our Greatest January

Sale of Men's Clothing

This Clothing Store has more emphatically than ever proved its leadership during this remarkable season. Hundreds of thousands of dollars' worth of Men's and Young Men's Clothing bought for the autumn and winter season has been sold at a sacrifice of part or all of the profit to which we were entitled. We faced the situation unflinchingly as soon as signs of future reductions appeared in the primary markets. Our stocks were reduced to the desired proportions before the end of the year. WE WENT INTO THE MARKET at once, and made many PURCHASES AT NEW LOW PRICES—lots of desirable New Clothing which, added to the many lots in our stock at JANUARY REDUCTIONS, make this the most attractive January Sale in our history.

5,000 Pairs of Trousers Almost One-Half Less Than Regular 1920 Prices

A wonderful purchase of five thousand pairs of Men's and Young Men's Separate Trousers from our best specialist in this line—worth, based on costs of 1920, almost double these prices—

Now \$2.75, \$5.75, \$6.75 and \$8.25

Every pair at considerably less than the former wholesale price. All well made, of worsteds, cassimeres and serges. The greatest Sale of Trousers in the history of this Store.

1,000 Men's Raincoats At Close to One-Half Regular Values

Another extraordinary purchase for this Sale! The famous AERVENTO ventilated, rubberized Tweed Raincoats—well known to our customers for their excellence of material, workmanship and special features:

\$10.00, \$12.50, \$16.25, \$18.50 and \$22.50

A splendid assortment in youthful and conservative models, with half-around belt, all-around belt and without belt. These are used as all-around Overcoats, the tweed surface of the fabric disguising the rain-repelling feature—absolutely rainproof.

Hart, Schaffner and Marx Winter Overcoats

Extraordinary Reductions

The disposal of several lots of these famous Ulsters and Ulsterettes at savings of from more than one-third to nearly one-half, continues. An excellent assortment remaining for to-morrow and the week-end selling.

Now Reduced to \$42.50, \$54 and \$71.50

Four Unusual Groups of Men's Suits

Saving of Almost Half

Here are four remarkable groups of Men's and Young Men's Suits at prices that average ONE-HALF the regular prices for the season of 1920. Most of these have been in stock since the early season, others have been bought at new lower prices.

Now \$22.50, \$30.00, \$35.00 and \$45.00

Men's Hats at Less Than Half Soft Hats, less than half price at \$2.45

Velour Hats, less than half price at \$3.95

Derby Hats, less than half price at \$3.75

Fur Caps, from regular stock reduced, \$7.45

An Under-price Purchase of Men's Rep Shirts \$2.00

A few months ago these Shirts would have been sold at a dollar more. We have just secured them at a worth-while price concession, which is, of course, passed along to our customers. This selection will only add a pleasing addition to the many excellent lots we have already marked at downward revised prices.

The Most Extraordinary Values in Women's Coats To Be Found Anywhere

When the autumn season opened up, everybody realized that Coat values were better than for several seasons past. We had exceptional values and a wonderful business. On the whole, Coats were lower, and NOW THEY ARE LOWER STILL, BY MANY DOLLARS. For the January Sale prices have been greatly reduced, and hundreds and thousands of Coats are being bought.

- Fine Silvertone Coats—now \$28.50
- Made in all-around belted style, with deep cape collar, and lined throughout with peau de cygne. Navy, brown and taupe.
- Fine Coats and Dolmans—now \$30.00
- Of wool velour in good dark street shades and black. All elegantly lined throughout and finished with collars of natural opossum, dyed opossum or racoon.
- Fine Coats and Dolmans—now \$55.00
- Five different models of high-grade cloths, with beautiful linings and deep collars of taupe nutria or natural opossum, some with cuffs.

New Suits at Prices Women Hardly Hoped to See Again

And such Suits—the product of manufacturers who make our Suits regularly, many copied by them, especially for this Sale, from higher-priced models, others are duplicates of models regularly in stock, SOME WORTH NEARLY DOUBLE THESE PRICES. We were in fine position to take advantage of the lower-price market, and these Suit values show it:

- New Cloth Suits, Special, \$19.75
- Tailored models of silvertone, chevrona and tweed effects, made in belted styles, plaited and tucked; also semi-fitting, unbelted models.
- New Jersey Suits, Special, \$25.00
- Worsteds Jersey Outing Suits, pin-tucked and plaited, with manish collars or convertible collars—very attractive models.
- New Velour Suits, Special, \$35.00
- Tailored Suits of wool velour, in black, navy blue, brown and fender, made in belted style, with smart convertible collar.
- Fine New Suits, Special, \$37.50
- Fine broadcloth, wool velour and drap de laine, belted and semi-belted, and in black, navy blue, tan and brown.
- New Velour Suits, Special, \$42.50
- Smart Belted Suits, attractively silk-stitched, lined with peau de cygne and finished with novel pockets and smart convertible collar. Black, blue and brown.

January Sale Prices on Black and Colored Wool Dress Goods

- Thousands of yards of fine Wool Dress Fabrics, Cloakings and Suitings are reduced in the Sale. Novelties and staples, the most desirable materials for winter and spring garments. It is easy to estimate the far-reaching importance of the Sale, when one realizes that Wool Plaids, which sold at \$6.00, are now \$3.00 a yard; \$4.00 Wool Jersey Cloths are now \$2.00, and smart Mixed Suitings, \$4.00 value, are now \$2.00.
- Wool Plaids, 54-inch—now \$4.50
- Wool Plaids, 54-inch—now \$3.50
- Wool Plaids, 48-inch—now \$3.50
- Wool Plaids, 46-inch—now \$3.00
- Wool Plaids, 46-inch—now \$2.50
- Wool Jersey Cloth—now \$2.00
- Printed Challis—now \$1.25 a yd.
- Wool Broadcloth, 48-inch—\$3.50
- Wool Broadcloth, 54-inch—\$4.50
- Paulet Broadcloth—now \$5.00
- Imported Cream Suiting—\$3.00
- Colored Serge, 54-inch—\$3.00
- Serge, black or navy—\$3.50
- Navy Blue Serge, 40-inch—\$1.50
- Tweed Suitings, 54-inch—\$2.50
- Overplaid Tweed, 54-inch—\$2.50
- Wool Crinoline, 54-inch—\$2.50
- Mixed Wool Suitings—now \$2.00
- Colored Wool Velours—now \$3.50
- Colored Wool Velours—now \$3.50